WAIS Inc. Power Publishing

Management Team

- **Brewster Kahle: CEO**
  - WAIS Founder
  - Wide Area Information Server Project Leader—Thinking Machines, KPMG, Apple, Dow Jones
  - Founding Engineer—Thinking Machines

- **Bill Dunn: Director**
  - Senior VP America Online
  - Former President, Dow Jones Information Services
  - Wide Area Information Server Project
  - Multimedia Publishing, Emerging Technologies

- **Bruce Gilliat: Vice President Sales & Mktg**
  - VP Sales—Fibronics International
  - National Account Manager—AT&T Information Systems
  - Technical Consultant- Pacific Telephone

- **John Duhring: Vice President Business Development**
  - On-line services consultant: Apple Computer, Dow Jones and others
  - General Manager—Supermac Software
  - Publishing Evangelist—Apple Computer
  - Acquisition Editor—Prentice Hall

- **Nick Scharf: Vice President, CFO**
  - Software Technology CFO and Business Consultant
  - CFO—VisiCorp, CopyMat
  - Controller—Tandem Computers
  - Arthur Andersen & Co

Management Team (cont.)

- ◆ Jean Christofferson, Director of Computer Operations
  - Ensemble Founder
  - Venture Solutions Founder—CICS, SNA network solutions for Hambrecht and Quist, Visa, Pacific Coast Stock Exchange
  - Stratus Systems & Others—world-wide CICS networks

- ◆ Keira Bromberg, Development Manager (acting)
  - Product Manager—WAIS-CMP Internet Publishing Project
  - New Products Manager, Production Planner, Marketing Specialist, Software Development Manager— Thinking Machines

- ◆ Meikle Syme Hall, Production Services Manager
  - Vice President of Production—Varied Directions International
  - Production Coordinator—Bell One Productions
  - Production Coordinator—Four Corners Productions

Mission

To be the leader in delivering published content on the Internet using WAIS, Inc. software products and production services

Publishing in Transition

- ◆ More publications
- ◆ Fewer readers per publication (avg.)
- ◆ New players (e.g. CNN, USA Today)
- ◆ New Technologies: CD-ROM, Online

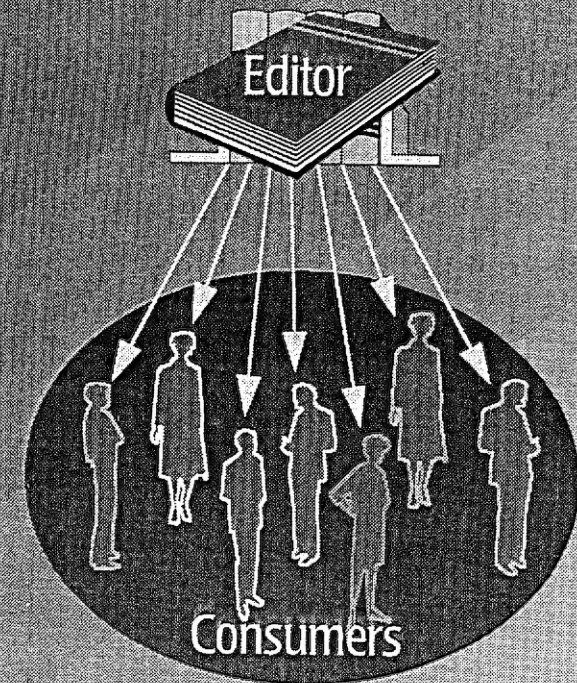New opportunities in online publishing market

Publishing Evolution

Pre-Electronic: Printed documents

- ◆ Editors push content to classes of customers
- ◆ Editors set schedules
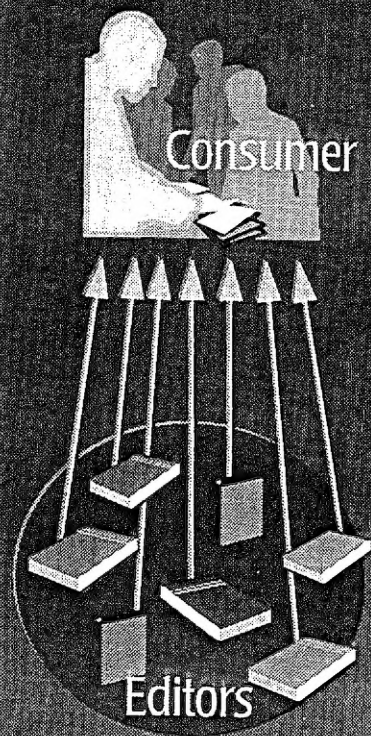- ◆ Same content for all
- ◆ Limited research capability

Editor

Consumers

Publishing Evolution (cont.)

Early-Electronic—Consumer pull

- On consumers schedule
- Navigation by the consumer

Mainframe Technology:

Consumer AOL; Research Dialog
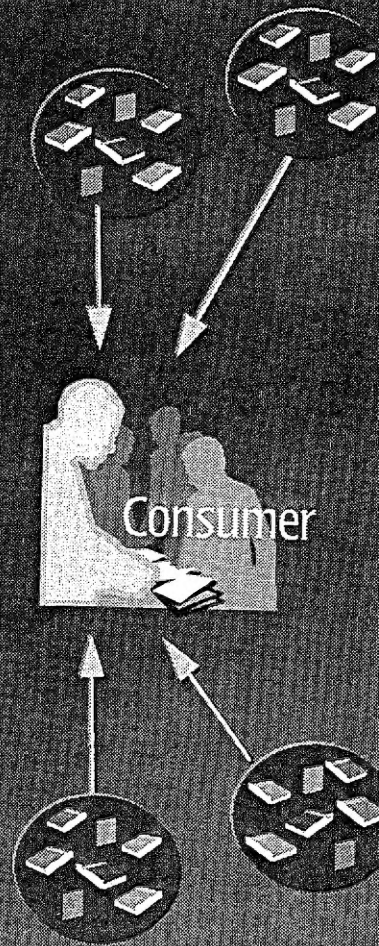
Internet Technology:

Web Browsing; Web Billboards

Consumer

Editors

Publishing Evolution (cont.)

Maturing Electronic Publishing: Information Aggregation

- Access to multiple sources
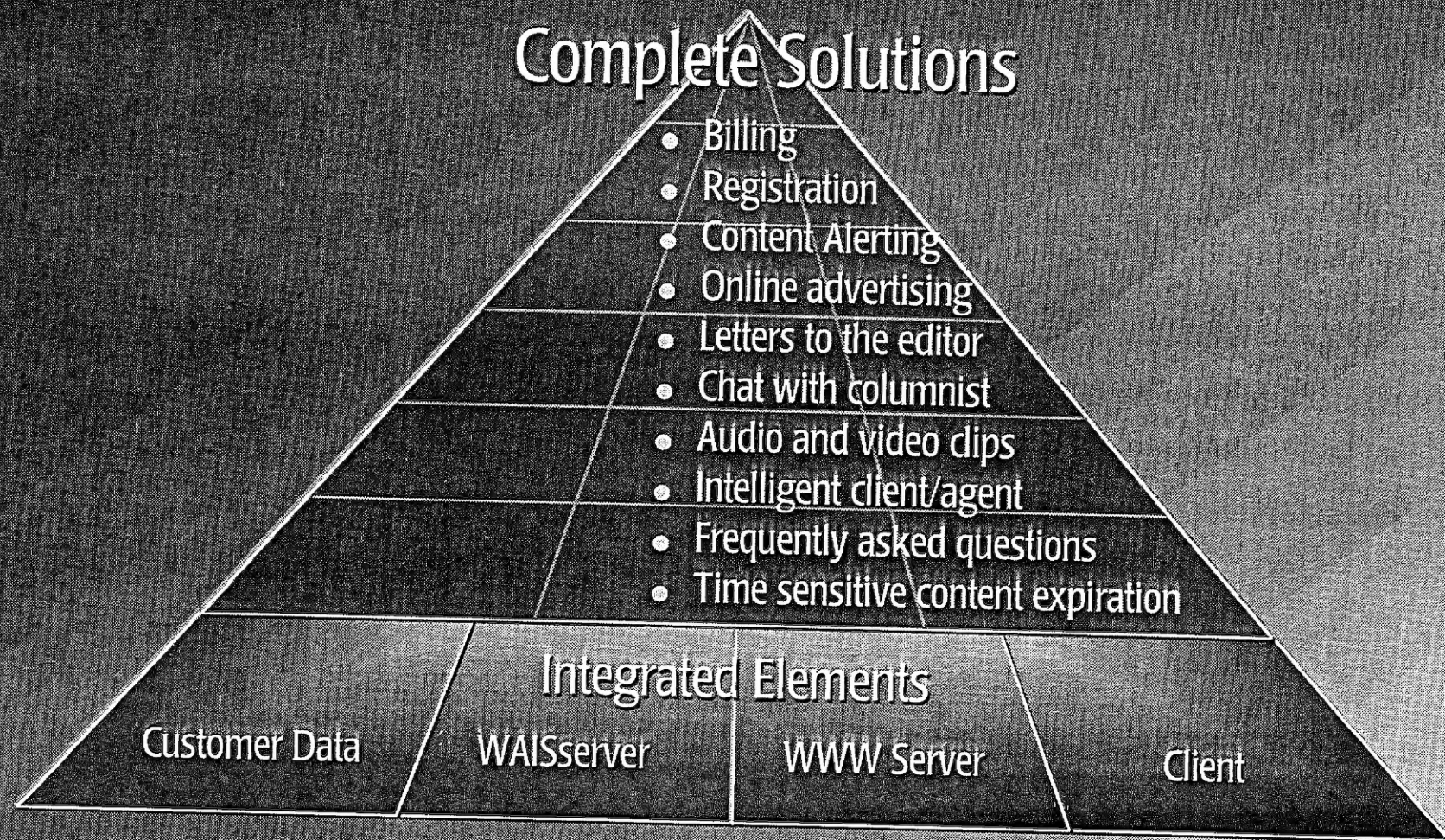- Browsing AND research
- Publishers look-and-feel

Web Services: Engine behind the Interface

Agents deliver content in users context

Consumer

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Production Services

Complete Solutions

- Billing
- Registration
- Content Alerting
- Online advertising
- Letters to the editor
- Chat with columnist
- Audio and video clips
- Intelligent client/agent
- Frequently asked questions
- Time sensitive content expiration
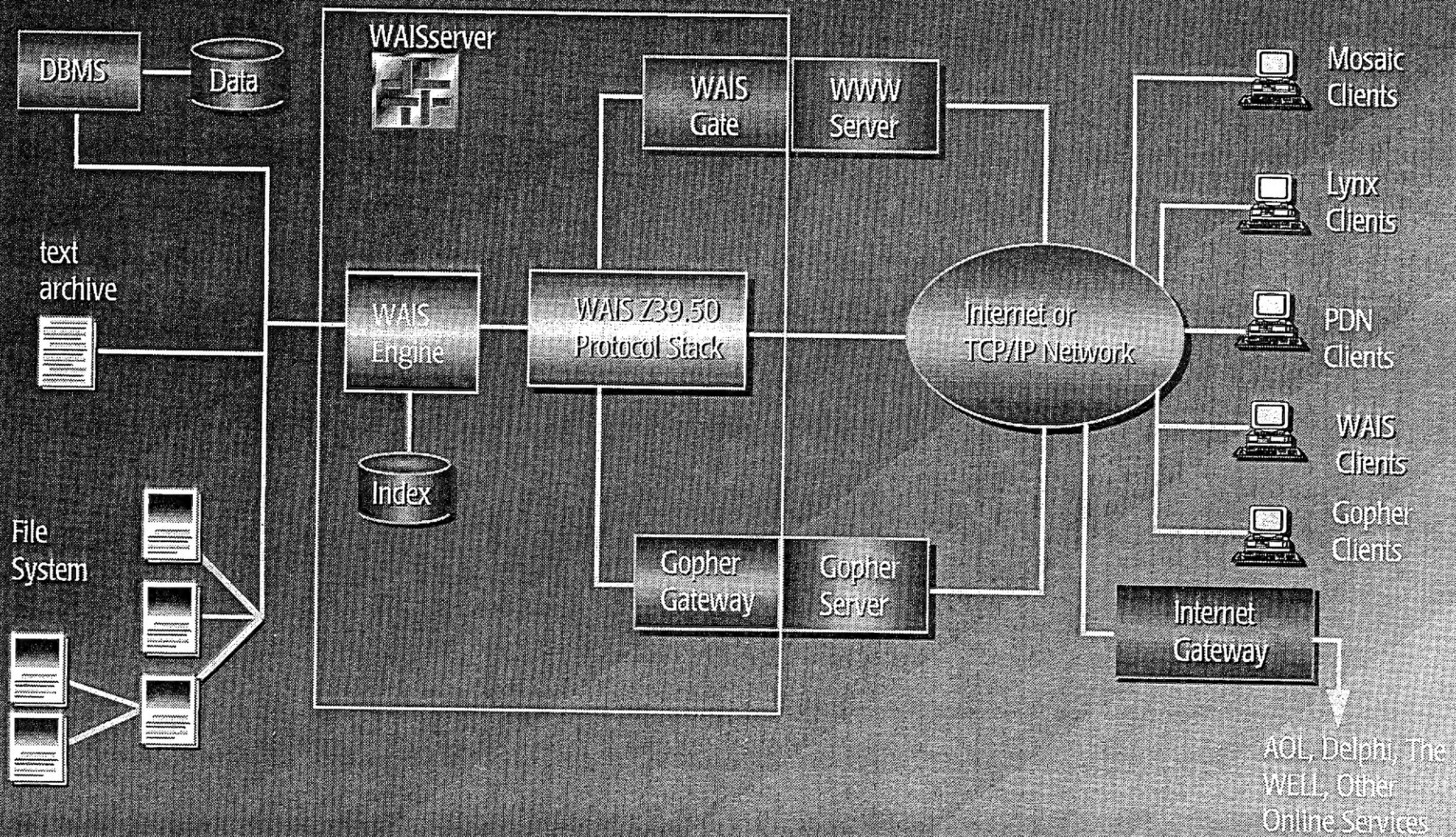
Integrated Elements

| Customer Data | WAISserver | WWW Server | Client |

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Product

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Getting to Market

Products

- Telesales
- VARS- Fujitsu, Spry, KPMG, Netscape, EDS, DEC
- OEM - Intel, Fulcrum, Conquest
- Federal - Product & integration: GILS, Z39.50
- Proliferate WAIS, Inc. name brand through ubiquity

Production Services

- Publishers
- Fortune 500 publishing partners - name brand awareness
- The "modules" make the difference
- Revenue Sharing

Getting to Market (cont.)

Packaged WAIS, Inc. Content Products

- ◆ Agent-based products promote client loyalty
- ◆ Agent can provider incentive for content providers to partner
  - • Encyclopaedia Britannica
  - • National Geographic
  - • Discovery Communications
- ◆ Potential for WAIS, Inc. "cross-provider" agreement to promote theatres of interest
- ◆ Concept is *"Content in the Consumer's Context"*

Customers

Boeing Computer Servic
Cambridge Scientific Abstracts
Chicago Tribune
CMP Publications
Colgate-Palmolive
ConQuest Software
Curtin University of Technology
Defense Technical Information Center
Delphi Internet Services Corporation
Department of Energy
Dow Jones & Company
Draper Laboratries
EG & G Idaho, Inc.
Eisenhower National Clearinghouse
Encyclopaedia Britannica
Environmental Protection Agency
Fulcrum Technologies
Georgetown University
House of Representatives
Intel Corporation
Internet Shopping Network

KPMG
Lawrence Livermore National Labs
Library of Congress
Loral Federal Systems
Los Alamos National Laboratory
Martin Marietta
Mickels Corporation
Mitre Corporation
Moscow State University/RED Lab
NASA - Goddard Space Center
NASA - Johnson Space Center
NASA - Linthicum
National Archives of the United States
National Center for Manufacturing Sciences
National Science Foundation
National Technical Information Service
New York Law Publishing Company
New York Times
Nippon Telephone & Telegraph (NTT)
Novell, Inc.
Pacific Bell
Perot Systems

Reuters New Media
Rice University
San Francisco News Agency
Sandia National Lab
Science Applications International Corp
Science University of Tokyo
Sports Network
Stanford University
Sun Microsystems
The Analytic Science Corporation
U.S. Air Force
U.S. Army
U.S. Dept of Navy
U.S. Geological Survey (USGS)
U.S. Government Printing Office
U.S. Navy
U.S. Senate
University College of London
University of Tennessee
West Publishing Corporation
World Bank

Current Competition

Product: Search Engines

- Stand-alone: Excalibur
- Web Enabled: Verity, PLS
- Z39.50 Enabled: BRS/Dataware, Architext
- "WAIS Enabled": Fulcrum, Conquest

Production Services:

- HTML Shops: Home Page Service
- Large Integrators: EDS, IBM, Andersen

Competition/Partners

Integrators	Providers	Software	Publishers
EDS	AOL	Excalibur	Time Warner
IBM	Compuserve	Verity	DowJones
Andersen	Prodigy	PLS	Mead Data
KPMG	MS Marvel	BRS/Dataware	Dialog
		Architext	
		Fulcrum	
		Conquest	
		Netscape	
		PED	
		Individual	

Status

- Revenue
  - FY 93 $.4M   1st Server installations
  - FY 94 $1M   2/3 Server Sales 1/3 Prod Svcs
  - FY 95 $3.6M   1/2 Server Sales   1/2 Prod Svcs
  - FY 96 $12M   Add royalties, maint., packaged content

- FY 95 Revenue
  - First Half $1.6M
  - Backlog + $1M

- FY 95 Products
  - Server Release 2
  - Adding Publishing Components
  - Integrating Agent with Interactive Alerting

Status (cont.)

- **Services running at WAIS, Inc.**
  - CMP Publications
  - Dow Jones & Co
  - Intel Tech doc
  - Scholastic Network

- **Current Priorities**
  - Technical Hiring
  - Marketing
  - Partnering & Management Team

- **Headcount (includes contractors in full time slots)**

	Current:	By June 30:
Marketing & Sales	8	10
Production Services	5	8
Washington Office	2	4
Development	6	12
Operations	2	4
Administration	5	6
	28	44

Financial Forecast (millions)

	FY 95	FY 96	FY 97	FY 98	FY 99
Revenue	$3.6	$12	$25	$40	$60
Pretax Income	$.6	$ 2.4	$ 5.0	$ 8	$12

Financing Needs

Operating Capital	$1,000,000
Expand Development	$1,000,000
Product Acquisition/Expansion	$2,000,000

Risks

- Execution
    - Evolve technology quickly enough—quality & breadth of solution
    - Management Team
    - Getting to Market—positioning product/partnering

- Market Evolution
    - Dominant closed system emerges—Marvel?
    - Internet collapses
    - Internet does not evolve
      security, commercial use, subscriber base, marketable content

- Competition
    - Systems Integraters: EDS, Andersen, KPMG
    - Information Providers: Time Warner, DowJones
    - Software Developers: Netscape, Verity, Fulcrum

- Financial—Funding

Unfair Advantages

- ◆ Customer partnerships in key markets
- ◆ Position in standards setting
- ◆ Ubiquity based on early entry

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